

EXHIBIT W

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Puma Future 18 Launch Boots Colorway Released



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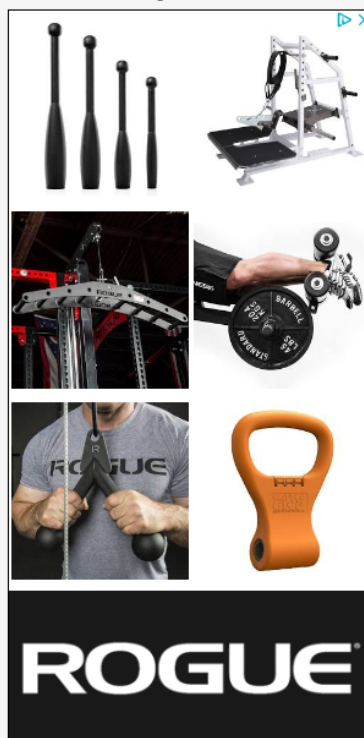
The launch colorway of the Puma Future 18.1 football boot has been released today. The first Puma soccer cleat to feature the brand's new Netfit lacing system, the Future 18.1 is worn by Antoine Griezmann and Marco Reus.



With the launch of the Puma Future, Puma again more or less completely revamped its soccer boot offering, ditching the evoPOWER after the evoSPEED was discontinued earlier this year. Puma's 2018 World Cup boots will be the ONE and the Future.

PUMA FUTURE 18.1 - BLACK / LIME / RED

This image shows the launch colorway of the brand-new Puma Netfit 18.1 football boot.



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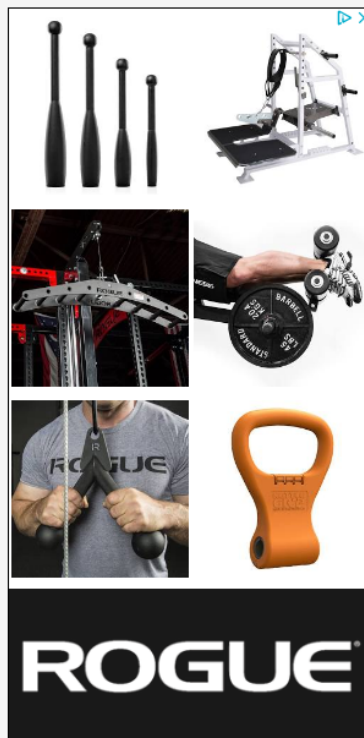
As it is so often the case, the Puma Future 18 is introduced with an absolutely garish and eye-catching colorway. It has a black and lime green base with a polka dot graphic design and combines it with bright red Puma brandings along the sides and on the heel.



Features-wise, the Puma Future 18.1 football boots are the brand's first 11-a-side soccer shoes to feature its new Netfit lacing system, which allows for near endless possibilities in lacing.



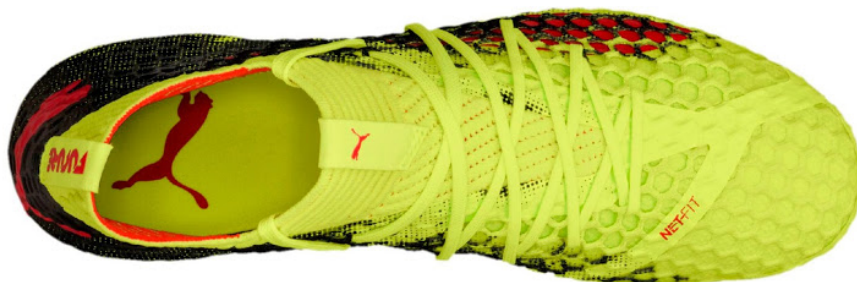
The one-piece upper construction of the Puma Future Netfit 2018 World Cup boots comes with a heightened collar that is shaped in a unique way with peaks at the front and back. The collar part is



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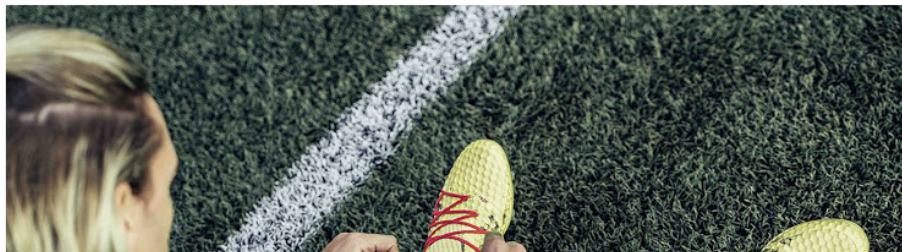
The one-piece upper construction of the Puma Future Netfit 2018 World Cup boots comes with a heightened collar that is shaped in a unique way with peaks at the front and back. The collar part is ribbed, especially at the front, in what we believe is an effort to reduce friction.



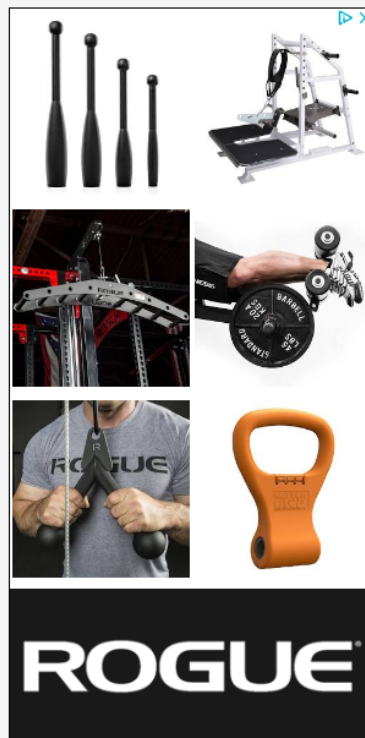
Finally, the sole plate of the Puma Future 18 comes without an external heel counter and features both conical and bladed studs, not unlike the Puma ONE.



The Puma Future 18 soccer cleat retails at USD 200 (EUR 200, GBP 160).



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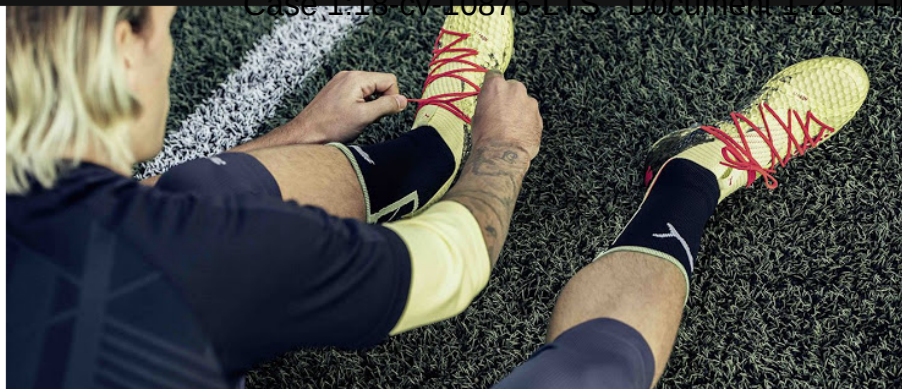


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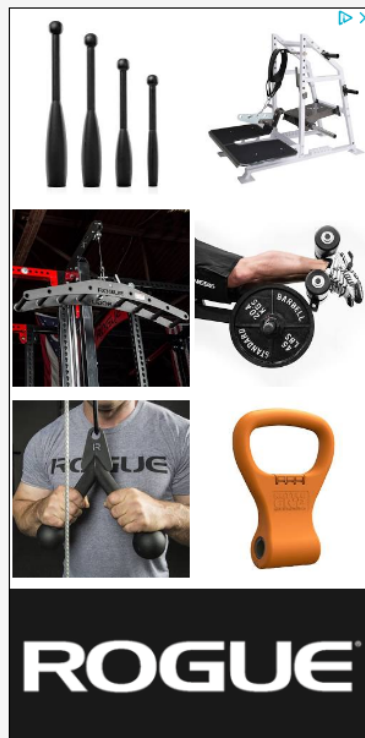




Do you like the official launch colorway of the brand-new Puma 18.1 boots with Netfit lacing technology? Drop us a line below, and [check out the Boot Calendar for more](#).

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ROGUE

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2017-2018 Boot Calendar: Updated 05/03/18

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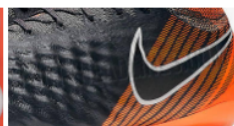
Rogue Mounted Chalk Bowl - 2x3 (2...

Ad Rogue Fitness



Nike Mercurial Superfly VI 360 2018 World Cup Boots Leaked

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No More Opus: 'Dark Grey / Total Orange' Nike Magista Obra II...

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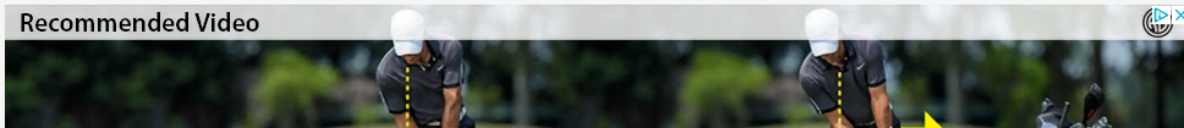


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44 Comments 3h



OFFICIAL Pictures: Manchester United 18-19 Third Kit Leaked

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Puma Marseille 18-19 Third Kit Leaked

6 Comments 11h

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5 Comments 21h



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Former German international Lukas Podolski, who is currently playing for Japanese...

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OFFICIAL Pictures: Manchester United 18-19 Third Kit Le...

Update #2: 10 new pictures of the Manchester United 2018-19 third kit have leaked,...

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Unique Nike Corinthians 18-19 Home & Away Kits Relea...

The new Nike Corinthians 2018-19 home and away jerseys have been released today,...

17 Comments 5h



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Adidas Real Madrid 18-19 Home & Away Kits + Release D...

Both the new Real Madrid 18-19 home and away kits have been leaked last week, with...

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Vasco da Gama 2018 Home and Away Kits Released

The Italian manufacturer of sports equipment Diadora released new Vasco da Gama...

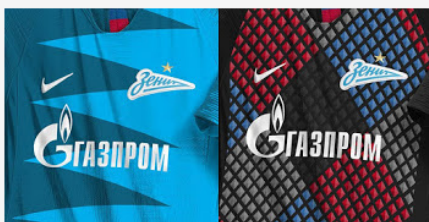
6 Comments 7h



Puma Marseille 18-19 Third Kit Leaked

Following on home and away, we are today able to give you a first look at the Olympique...

0 Comments 11h



Stunning Nike Zenit 18-19 Home & Away Kit Concepts by...

Graphic designer Franco Carabajal (@FrancoC07) has created two stylish Zenit...

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Arsenal 18-19 Home Kit Leaked + Release Date Revealed

Update: The Arsenal 2018-2019 home kit will hit stores on Friday, June 1 2018,...

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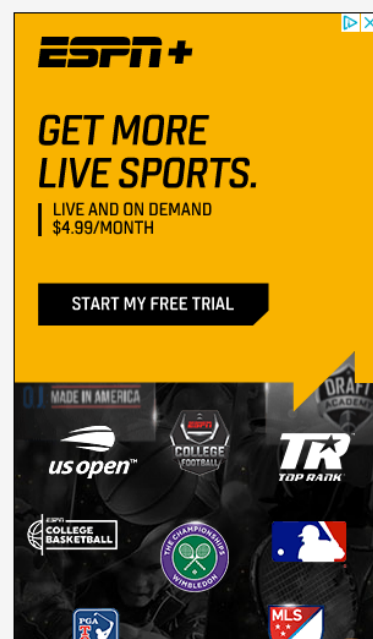
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All-New White / Chrome Nike Merlin 2018-19 Ball Leaked

Nike will release a stunning version of their all-new Merlin ball very soon. The...

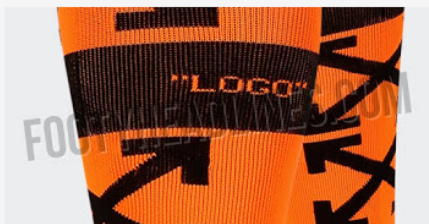
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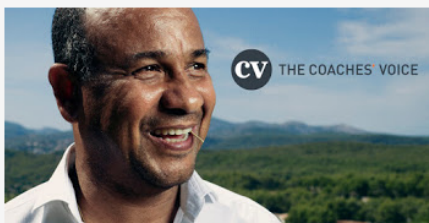




UPDATE Nike x Off-White Football Kit Leaked

Update: The first official pictures showing the socks from the Nike Football X...

0 Comments 21h



The Coaches' Voice

Insight. Opinion. Tactics. This is our voice.

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Next-Gen Adidas Nemeziz Messi 2018-2019 Boots Leaked

Update: A picture of a takedown version of the next-gen Adidas Nemeziz Messi football...

9 Comments 23h



All-New Nike La Liga Merlin 18-19 Ball Leaked

Update: The first real pictures of the new Nike Merlin 2018-2019 La Liga ball have...

6 Comments 1d



Unique Nike South Africa 2018 Home & Away Kits Relea...

One week after the reveal of the Bafana Bafana 2018 home jersey, Nike revealed the...

16 Comments 1d



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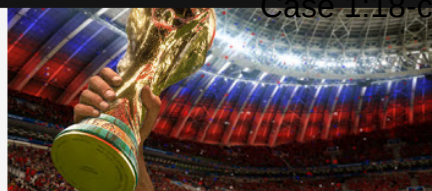
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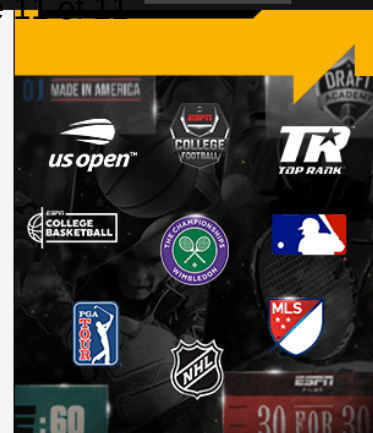
PREDATOR 19



Next-Gen Adidas Predator 19 Boot Info Leaked

Update: The features of the upcoming Adidas Predator 19 boots (Adidas Predator...

4 Comments 1d



Doncaster Rovers 18-19 Home and Away Kits Released

League One club Doncaster Rovers has released new Home and Away Kits made by F...

5 Comments 1d



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Exclusive: Borussia Dortmund 18-19 Away Kit Leaked

The Puma Borussia Dortmund 2018-2019 away kit introduces a clean design with a bold...

4 Comments 1d



Exclusive: Silver Nike Mercurial Superfly 6 Boots Leaked

One of the first 2018-2019 colorways of the Nike Mercurial Superfly 6 Elite football...

3 Comments 1d



Tactical Analysis: Liverpool 5 Roma 2

The Coaches' Voice analyses the tactics and key moments from Liverpool's pulsating victory over Roma in the Champions League semi final first leg at Anfield.

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